MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

BMK3084 – MARKETING RESEARCH

(All sections / Groups)

4 JUNE 2018
2.30PM – 4.30PM
(2 Hours)

INSTRUCTION TO STUDENT

1. This question paper consists of **ONE (1)** page with **FOUR (4)** questions only.
2. Attempt all **FOUR** (4) questions.
3. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Attempt ALL questions.

Question 1

With the aid of a diagram, describe how a sampling process can be designed.

(25 marks)

Question 2

Problem solving research helps to solve specific marketing problems. Explain **FIVE (5)** types of problem solving research with relevant examples.

(25 marks)

Question 3

List and discuss the **FOUR (4)** primary scales of measurement. Include an example of how each scale of measurement is used in marketing research.

(25 marks)

Question 4

Discuss the relationships among exploratory, descriptive, and causal research and provide some basic guidelines discussing the appropriate situation in which to apply each type of research design. Include a specific example of each research design type to support your answer.

(25 marks)

End of page